

ORDER



KSDK

Orders	Order / Rev:	703973	
	Alt Order #:	06259936	
	Product Desc:	LACY CLAY CONGRESS	
	Estimate:	1171	
	Flight Dates:	08/02/12 - 08/07/12	Primary AE:
	Original Date / Rev:	08/02/12 / 08/02/12	Sales Office:
	Order Type:	Political	Sales Region:
Agency	Name:	Davis Group	
	Buying Contact:		Billing Type:
	Billing Contact:		Billing Calendar:
		4201 Bee Caves Road., Suite C-101	Billing Cycle:
		Austin, TX 78704	Agency Commission:
Advertiser	Name:	Clay,L/ D/ Congress	
	Demographic:	A25-54	New Business Thru:
	Product Codes:	PL-US House Representative	Order Separation:
	Priority:	P-5	Advertiser External ID:
	Revenue Codes:	AGY, GEN, POL	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/07/12	14	\$11,775.00	\$10,008.75		August 2012	14	\$11,775.00	\$10,008.75	0.00
					Totals		14	\$11,775.00	\$10,008.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Maria Bellwood			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSDK	35%	\$11,775.00
Market	100%	\$33,642.86

Competitive Share	Share	Total
CABLE	0%	\$0.00
KDNL	25%	\$8,410.71
KETC	0%	\$0.00
KMOV	35%	\$11,775.00
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	5%	\$1,682.14
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	08/02/12	08/02/12	M-F 6-7A 6-7a	CM	6-7A	---	:30	1	\$600.00	P-5	0.00	NM	1	\$600.00
6A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
2	KSDK	08/06/12	08/07/12	M-F 6-7A 6-7a	CM	6-7A	MT-----	:30	2	\$600.00	P-5	0.00	NM	2	\$1,200.00

Order / Rev: 703973
Alt Order #: 06259936
Flight Dates: 08/02/12 - 08/07/12

Advertiser: Clay,L/ D/ Congress
Product Desc: LACY CLAY CONGRESS
Estimate: 1171

KSDK

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
ONLY RUN 1X PER DAY ONLY RUN 1X PER DAY																	
6A NEWS ONLY RUN 1X PER DAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MT-----			2					\$600.00		0.00			
4	KSDK	08/06/12	08/07/12	M-F	NBC Today	7-9A	CM	7-9A		:30	2	\$600.00	P-5	0.00	NM	2	\$1,200.00
NBC Today 7-9A																	
ONLY RUN 1X PER DAY ONLY RUN 1X PER DAY																	
TODAY SHOW ONLY RUN 1X PER DAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MT-----			2					\$600.00		0.00			
5	KSDK	08/06/12	08/06/12	Olympics	Weekday	DT	CM	Olympics Weekday	M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
Olympics Weekday DT																	
OLYMPIC DAYTIME																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	M-----			1					\$750.00		0.00			
6	KSDK	08/02/12	08/03/12	M-F	6P News		CM	6-630P		:30	2	\$1,275.00	P-5	0.00	NM	2	\$2,550.00
News Channel 5 at 6P																	
ONLY RUN 1X PER DAY ONLY RUN 1X PER DAY																	
6P NEWS ONLY RUN 1X PER DAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	---TF--			2					\$1,275.00		0.00			
7	KSDK	08/06/12	08/06/12	M-F	6P News		CM	6-630P		:30	1	\$1,275.00	P-5	0.00	NM	1	\$1,275.00
News Channel 5 at 6P																	
6P NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	M-----			1					\$1,275.00		0.00			
8	KSDK	08/06/12	08/06/12	Olympic	Late News		CM	Various		:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
Olympics Late News																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	M-----			1					\$1,800.00		0.00			
9	KSDK	08/04/12	08/04/12	Sat	6p		CM	6-630P		:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
News Channel 5 at 6P Sat																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	---S-			1					\$600.00		0.00			
10	KSDK	08/05/12	08/05/12	NC5	at 5P Sun		CM	5-530P		:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
News Channel 5 at 5P Sun																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S			1					\$600.00		0.00			
N11	KSDK	08/04/12	08/04/12	Sat	6p		CM	6-630P		:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
News Channel 5 at 6P Sat																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	---S-			1					\$600.00		0.00			
N12	KSDK	08/05/12	08/05/12	NC5	at 5P Sun		CM	5-530P		:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
News Channel 5 at 5P Sun																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S			1					\$600.00		0.00			

Totals 14 \$11,775.00